
AWS
re:Invent
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PEX120

Jump-start your GTM with AWS Partner Marketing programs

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Agenda

The AWS Partner Network as a foundation for marketing

AWS GTM and ice cream sundaes

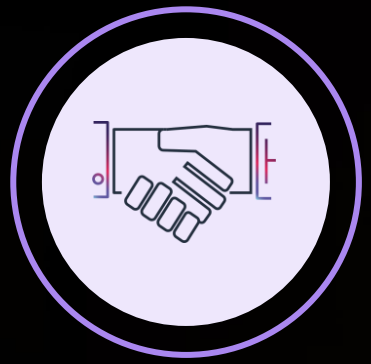
Marketing with AWS

Partner Marketing success stories

Resources

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AWS Partner Network



Hundreds of thousands of opportunities together



Billions of dollars in opportunities together



2x+ YoY increase in opportunities shared to partners



389% YoY growth in partner-led migrations

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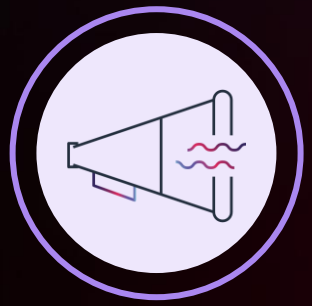
AWS Partner Benefits



Deliver more innovation



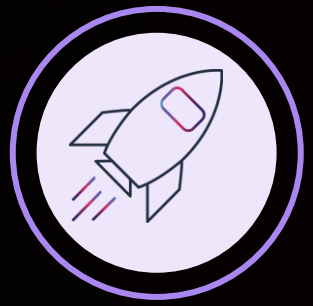
Get trained and certified



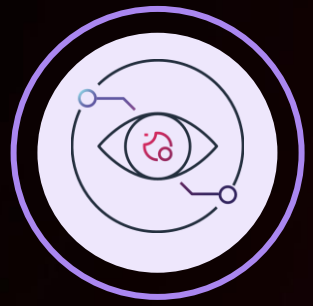
Promote your business



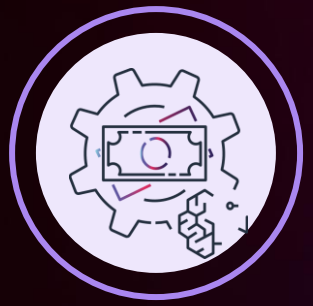
Highlight your expertise



Maximize opportunities with AWS



Increase visibility within AWS



Save time and money with tools and resources

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AWS GTM and ice cream sundaes

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AWS GTM and ice cream sundaes

Unique value proposition



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Your unique value proposition

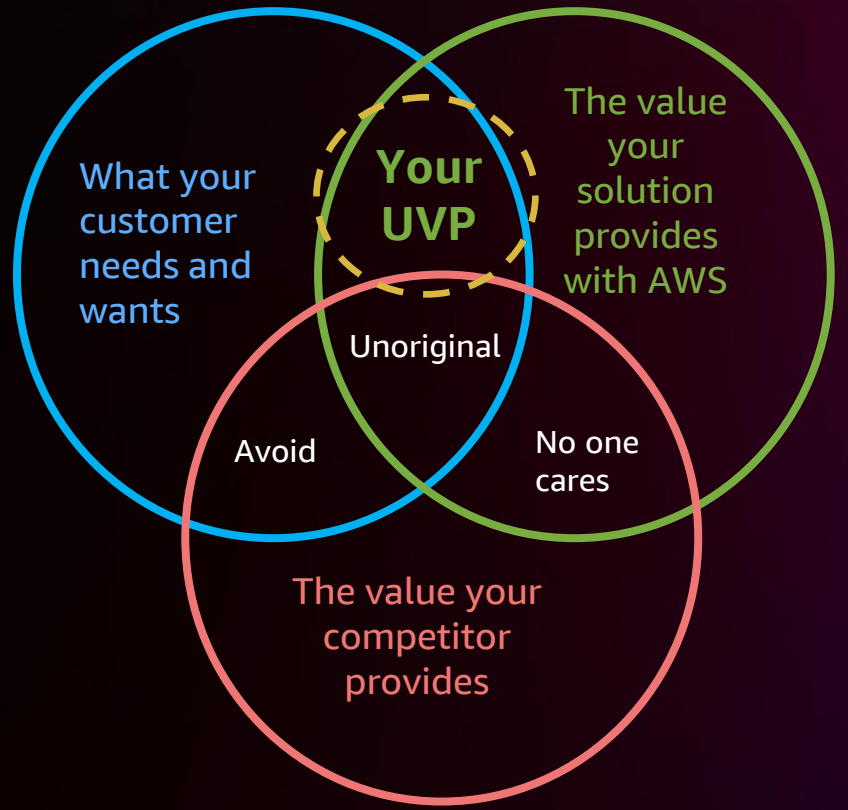
Work backwards

Customer problem

Your solution

Value to customer

Differentiation



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Accelerate your GTM with AWS Partner Paths



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Path stages

Join
Accept APN T&Cs

Enrolled
Choose a Path

Confirmed
Complete APN Membership by providing billing information for APN fee

Validated
Meet minimum requirements, as listed below

Differentiated
Earn AWS Competency, AWS MSP Program, AWS Service Delivery, AWS Service Ready, or AWS Well-Architected Partner Program

Software Path	Complete foundational technical review
Hardware Path	Complete device qualification
Services Path	Earn Select, Advanced, or Premier Tier
Training Path	Earn Select Training or Advanced Training Tier
Distribution Path	Invite only – executed agreement

aws PARTNER

- DevOps Competency
- Managed Service Provider
- AWS Marketplace Seller
- Training Select
- AWS Lambda Delivery

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A key pillar in your marketing strategy is to differentiate your offerings

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AWS differentiated offerings

- AWS Competency Program
- AWS Service Delivery Program
- AWS Service Ready Program
- AWS Managed Service Provider Program
- AWS Database Freedom Program
- AWS Public Sector Program
- AWS Authority to Operate Program
- AWS Think Big for Small Business Program

2X revenue growth

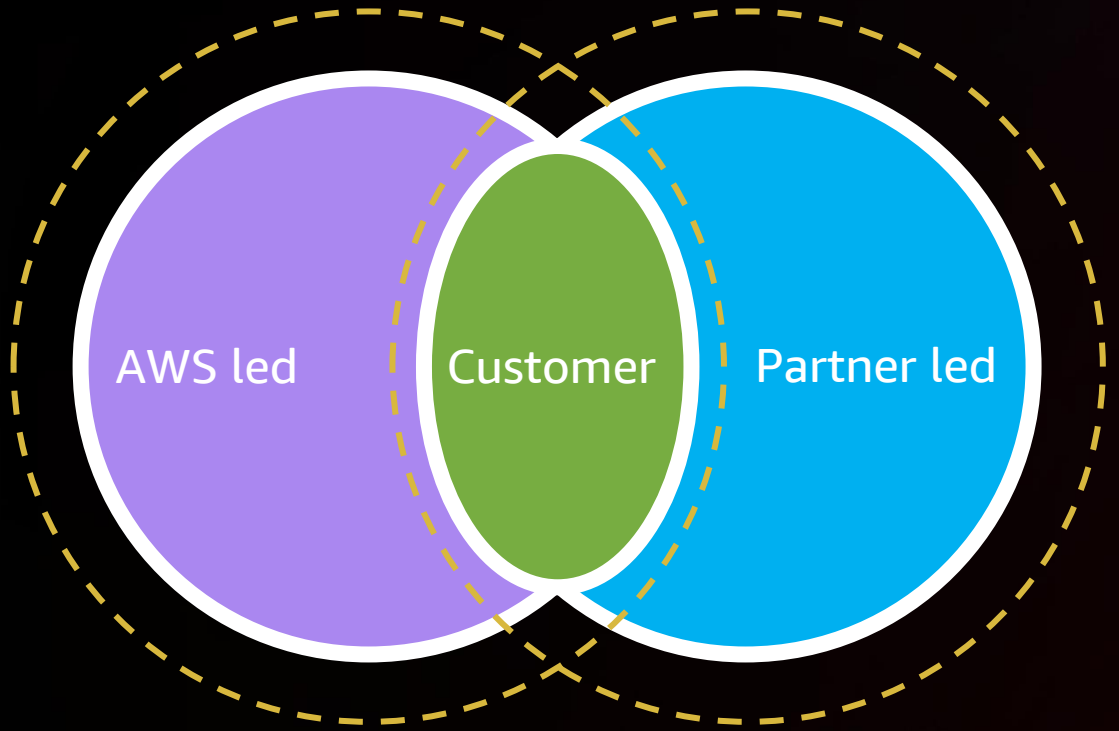


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Marketing with AWS

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Marketing with AWS



Create strong customer use cases

Build credibility

Demonstrate value

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Benefits of marketing with AWS

As you grow your business, marketing with AWS can help you

- Differentiate go-to-market
- Build awareness
- Generate demand
- Engage AWS Sales

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AWS marketing resources for Partners



References



Field Ready Kit



Partner press releases



APN blogs & social media



AWS Quick Start



AWS Marketplace



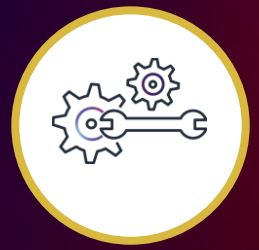
Global sponsorships



APN TV



Differentiation programs



Integrated full-funnel campaigns



Thematic campaigns



Bespoke campaigns

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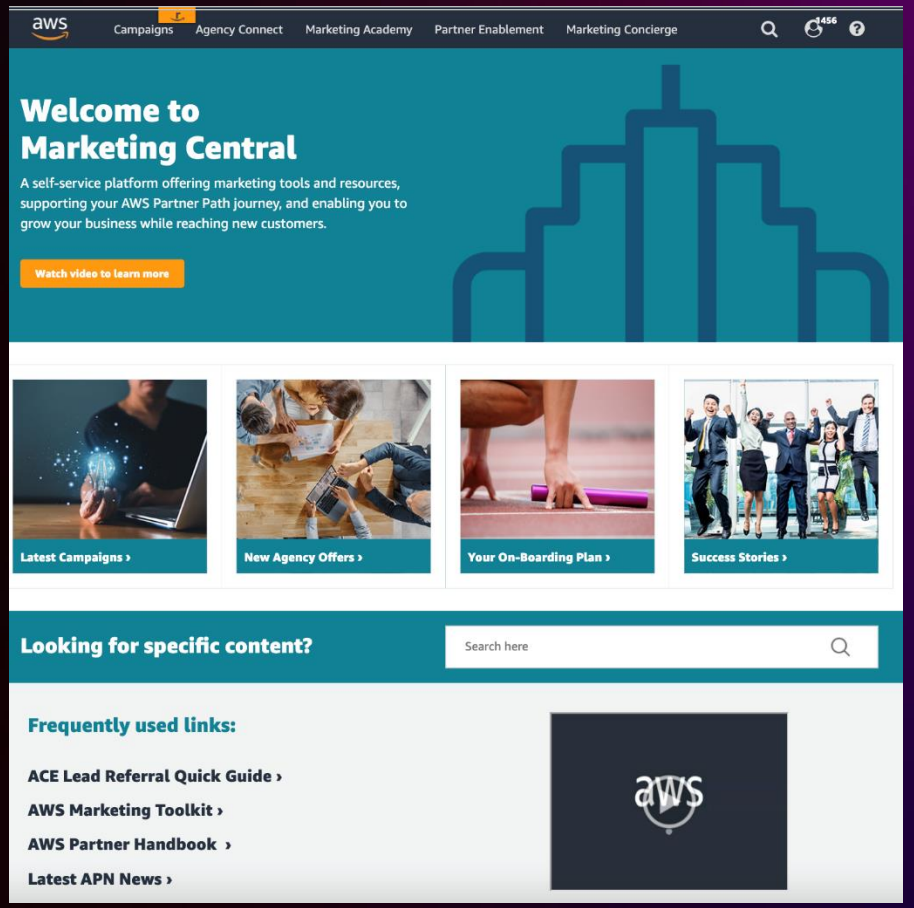
Partner Marketing Central

Partner Ready Campaigns

Marketing Concierge

Agency Connect

Marketing Academy



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Marketing development funds



MDF Cash

Co-fund up to 50% of the cost of eligible activities



MDF Promotional Credits

Use to offset incurred AWS usage during eligible activities

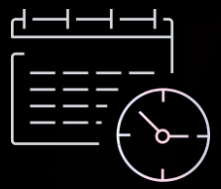
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Partner Marketing success stories

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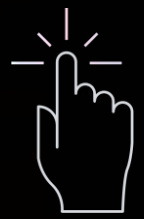
Partner Marketing success story



60% time savings in campaign creation



90% cost reduction



Plug-and-play format

"By using the campaign assets from Marketing Central, we saw 60% time savings in campaign creation and 90% cost reduction as compared to before using the service. We were able to generate about 80 to 120 leads, of which 15% turned into Marketing Qualified Leads with about 5% conversion rate into Sales Qualified Leads!"

Ahmed Elposhi
Forte Cloud
Alliance Lead & Business Development

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Partner Marketing success story



Extended marketing team



Used templates from PRC, created JMP with vPMMs, developed assets with agencies



Leveraged MDF to create assets to generate and nurture 80+ high-quality leads

"Marketing Central helped us create integrated plans and run focused campaigns. It gave us everything we needed, from learning resources on how to market with AWS, to co-brandable campaigns, a rolodex of verified agencies, and personalized guidance from a virtual Partner Marketing Manager or vPMM."

Amy Bui-Perez
Mphasis Stelligent
Senior AWS Marketing & Alliance Specialist

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Partner Marketing success story



Marketing capacity doubled



Reduced time to market by 50%



Sales pipeline increased by 219%

"We've used the ebook as a downloadable asset in two separate lead generation campaigns and have generated over 100 marketing qualified leads to date! Overall, as a result, our AWS sales pipeline has grown 219% year on year in 2021, and it continues to grow!"

Hendrik Kruizinga
Anchor
Marketing Director

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Read the APN blog

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Explore funding benefits

https://aws.amazon.com/partners/funding/

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Thank you!

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